



**City Council Strategic Planning Retreat  
FTCC Horticultural Educational Center  
February 17 & 18**

**FRIDAY AGENDA**

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| 02:00 PM | Welcome & Session Overview <ul style="list-style-type: none"><li>• Dr. Keen, President of Fayetteville Technical Community College</li><li>• Doug Hewett, City Manager</li><li>• Shepherd Johnson Consulting</li></ul> |
| 02:30    | Setting the Stage for Successful Strategic Planning <ul style="list-style-type: none"><li>• Review of the Fundamentals</li></ul>   |
| 03:05    | City Roles & Responsibilities  |
| 03:55    | Focus on Fayetteville: <ul style="list-style-type: none"><li>• CC Small Group Exercise: SWOT Analysis</li></ul>  |
| 04:45    | City Snapshot: Current Day Reality <ul style="list-style-type: none"><li>• Current Statistics and Stakeholder Feedback</li></ul>   |
| 05:45    | DINNER   |
| 06:30    | CC Small Group Exercise: Defining "CORE" Services  |
| 07:00    | Brief Review of Results  |
| 07:45    | Close  |

**SATURDAY AGENDA**

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| 08:00 AM | Breakfast   |
| 08:30    | Introductory Comments   |
| 09:00    | Refining & Prioritizing All Current and New Targets for Action      |
| 12:00    | LUNCH   |
| 12:30    | Continue Refining & Prioritizing Current and New Targets for Action |
| 02:30    | Wrap Up: Summary Statements, Session Evaluations, Next Steps        |
| 02:45    | CLOSE   |